

# Plymouths for 1956 Show Several Major Advances

Plymouth's new aerodynamic 1956 cars will be displayed at the three-day free auto show here beginning tomorrow night. The new models incorporate major advances in every phase of automobile design, with special emphasis on engine performance, safety and aerodynamic styling.

Plymouth has a wholly new engine for 1956. It is a more powerful Hy-Fire V-8 with a polysphere combustion chamber design, a 277 cubic inch displacement and an 8 to 1 compression ratio.

Other major innovations include: Airfoil rear fenders which emphasize and contribute to the aerodynamic feeling of the new models.

A push button drive selector for Plymouth's PowerFlite automatic transmission.

New 90-90 Turbo-Torque PowerFlite on V-8 models. Ninety degree angles at the inlet and outlet blades of the torque converter impeller give faster breakaway performance.

A new four-door Hardtop (Sport Sedan) with an ingenious rear window operating mechanism allowing full side vision for all passengers.

A new line of Suburbans. In Plymouth's 1956 line-up, the Suburbans are an entirely separate group of cars and are available in a wide selection of two-door, four-door, two-seat, three-seat, V-8 and six cylinder models.

New safety door latches to keep doors closed even under severe impact.

New 12-volt electrical system, new pull-type door handles and new deck lid latch.

Highway Hi-Fi, a new car phonograph providing an hour of uninterrupted entertainment, and new Search-Tune radio.

**Safety Features**  
Plymouth dealers will continue to offer safety belts, anchored to the frame and available for both front and rear seats, on all models.

All other Plymouth safety features are standard equipment items. They include an independent hand brake, dual cylinder front wheel hydraulic brakes, safety rim wheels, electric windshield wipers and new safety beam headlights.

Optional power devices, in addition to push button PowerFlite transmission, include full-time coaxial power steering, im-

proved power brakes, push button power front seat adjustment and push button power window regulators.

The 1956 models are an inch longer than their predecessors. Standard sedans have an inch more headroom in front, and almost an inch head room in the rear.

**More Powerful Engines**  
Plymouth continues to offer both six cylinder and V-8 engines in its 1956 line. Compression ratio of the PowerFlite Six is increased to 7.8 to 1, providing increased torque and better all-around performance. The PowerFlite Six also is available for the first time with a power package consisting of a two barrel carburetor and special intake manifold.

The new Hy-Fire 277 engine is used in Belvedere and Suburban models. It is also available with a power package consisting of a four-barrel carburetor and dual exhausts, with a resultant increase in power.

For Savoy and Plaza cars, Plymouth also has a more powerful V-8 engine with a displacement of 270 cubic inches and with many new performance features.

The 1956 Hy-Fire V-8's are by far the most powerful production engines ever put in a Plymouth car. Their "hottest" performance comes when the driver is most apt to need it for safety—when he is passing another vehicle in the mid-speed range on the highway.

**New Styling Features**  
In addition to the completely new aerodynamic rear end styling, the 1956 Plymouths have scores of new design details, inside and out.

From the front the most noticeable are a new hood ornament, new Plymouth name identification and a new grill. Side trim on all models is of a new design and the Plymouth Forward Look emblems appear on the rear fenders of Belvedere models.

Inside, the instrument panel is redesigned for greater convenience and new beauty. The new push button PowerFlite drive selector is on the left of the steering post where it is out of reach of front seat passengers who might otherwise accidentally change the driving range while the car is in motion. Push buttons are illuminated for night driving.

The ammeter and oil pressure

gauge have been replaced by red flasher lights between the gasoline and water temperature gauges directly in front of the driver. The lights flash their warning for instant driver attention, thus eliminating the possibility of oversight or improper interpretation.

## New Dynaflo Improves Power Of 1956 Buick

Buick's new variable pitch Dynaflo transmission gives the 1956 line even more spectacular performance than its predecessor which made such a tremendous hit last year.

Both acceleration and economy have been improved through the addition of a second stator which provides greater torque multiplication.

"Our engineers have again made a great improvement in performance without sacrificing any of Dynaflo's traditional smoothness of operation," commented Verner P. Mathews, chief engineer at Buick. "When you drive the new Dynaflo you are never conscious of having a transmission in your car."

The new Dynaflo, plus the increased horsepower, has reduced by more than two seconds the time it takes the 1956 Special to accelerate from 40 to 60 mph. A similar improvement in acceleration is noted in the other three series.

Tests at the General Motors Proving Ground show that the new Dynaflo increases gasoline economy by two-tenths of a mile per gallon at 30 mph, Mathews said.

The biggest improvement in performance is noticed in take-off and acceleration in the lower speed ranges.

The same technique of "switching the pitch" is employed with the new Dynaflo as last year.

Whenever the driver wants an extra surge of power for faster acceleration, he pushes the accelerator pedal all the way to the floor and the turbine blades in the heart of the transmission change their angle to permit the engine to operate in its peak power output range.

## Future Super Station Seen By Oil Prexy

The filling station of the future may sell not only a complete line of petroleum products, but packaged foodstuffs and home supplies as well, J. Dave Sterling, president of Sunset Oil Co., told members of the American Petroleum Institute.

The limited facility, conventional service stations soon will be obsolete, he said, and future stations will be large multi-pump units equipped for servicing of customer needs.

"At the pace modern America is living," he declared, "we as petroleum marketers must strive to improve our establishments and equipment, to save customers' time, yet provide them with a maximum of safety, comfort, and economy."

## Wide Choice Of Plymouths Shown in '56

Plymouth offers a wider selection of body types and models in its 1956 line than were available in 1955.

There are now four separate lines and 15 models. Added to the Plymouth line-up are a four-door hardtop in the Belvedere line and a two-door hardtop in the Savoy line. The Suburbans are now a separate line of cars. Plymouth is building three types of Suburbans—the four-door Sport Suburban, two-door and four-door Custom Suburban and two-door Deluxe Suburban. The four-door models are available with a third seat which increases passenger capacity to eight.

There are five models in the Belvedere line—four-door sedan, four-door hardtop, two-door club sedan, two-door hardtop and convertible.

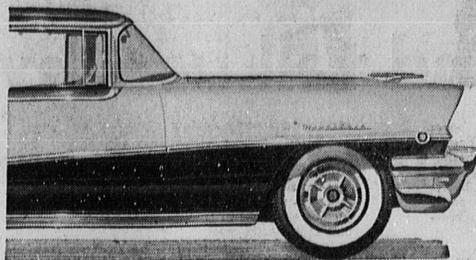
Plymouth's middle line, the Savoy group, is made up of a four-door sedan, two-door club sedan and two-door hardtop.

The Plaza group, priced lower than the Belvedere and Savoy, is composed of a four-door sedan, two-door club sedan and three-passenger coupe.

Plymouth convertibles are powered by V-8 engines. All other models are available with V-8 or six cylinder engines.

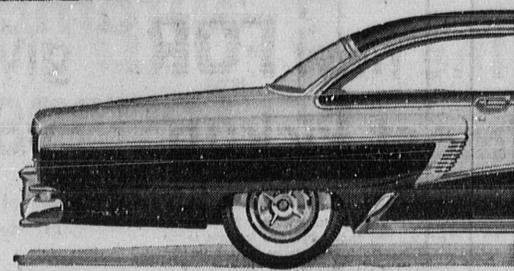
Push buttons, which control the driving range of the PowerFlite transmission on the 1956 Plymouth, are lighted as an aid in night driving.

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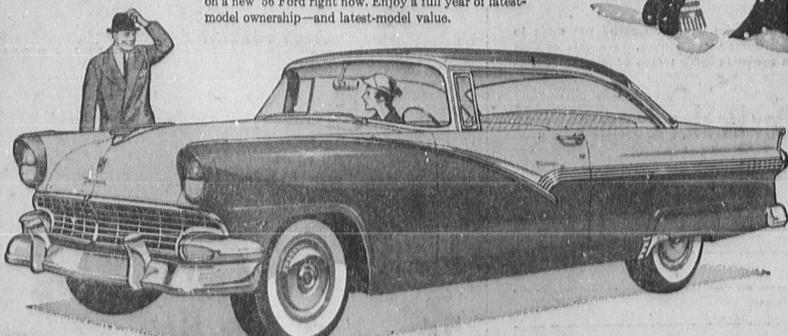


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